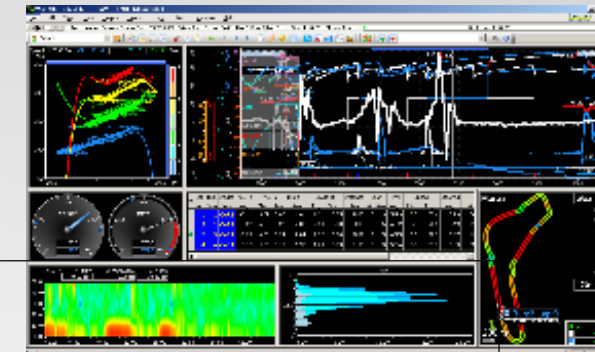


# Formula 1 vs. Human Capital Analytics (1): Similar to Formula 1...



## Talented Driver

- **Great racing skills:** car control, situational awareness, race craft, engineering competence, patience, balance, discipline
- Great mental & physical condition: **concentration/focus is vital**
- New FIA rules on radio communication: information on **normal running of the car and tactics is banned**, putting the driver at the **center of the decision making process**



## Continuous Data

- **100+** strategically placed **sensors**
- Monitor performance of **10,000 unique components**
- Incl. **high-definition video** of every aspect of the car
- On average **500GB of data** transfer during race day
- Data transfer up to **100 gigabytes per second** during race
- with **less than 300 milliseconds** of latency



## Data-driven Culture

- Analyse all aspects of vehicle and driver performance and **anticipate** any issues before they occur
- **“Nothing is guesswork - all our intelligent decisions are based on information”**
- **“Races are won long before the car reaches the racetrack.”**



## Adequate in-race adjustments

- 2 times **world’s fastest pit stop**
- Currently **unbeaten time** of 1.923 seconds
- **“The ability to gather, analyse and act on data in real-time, both in testing cycles and during a live race, is essential for staying competitive”**



## Teamwork

- On race weekends **60 engineers** on the track: incl. the technical pit crew, IT workers, mechanics, broadcast and engineering crews working in the garage
- CTO **decision-making on race management** based on input from engineers based in UK HQ
- **Final decision-making on front lines**, incl. RBR CTO, RBR Team Leader and senior technical workers
- **“We constantly strive for improvement, we combine human performance with technology to achieve the best”**

## Technical Cooperation

- 30 engineers on duty at **RBR HQ** in UK
- Using high-bandwidth networking and communication services provided by **AT&T**
- **Renault** monitoring data from race car engine at France office



### Resources

<http://www.laptimeclub.com/tag/telemetry-analysis/>  
<http://www.bbc.com/news/technology-28416855>  
<http://www.cio.com.au/article/596554/how-big-data-driving-formula-1-success/>

### Images

Red Bull Racing, Wikimedia Commons, Wessex Scene, TechnoBuffalo, Laptime Club

Bright Infographic created by @TonyBrugman for Bright & Company | HR Strategy

# F1 vs. HCA (2): ...Human Capital Analytics Success depends on many factors!

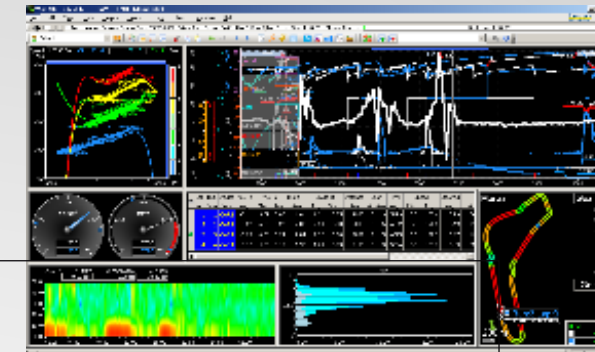


## HCA competent HR

- **Great business acumen** to understand how business puzzles are influenced by people
- Ability to **translate business issues into research questions**
- **Influencing skills** to translate analytical outcomes into people interventions and advice

## Continuous Data

- HR data
- Financial data
- Customer & sales data
- Logistical & operations data
- **All together in one data warehouse supported by a sufficient (IT/BI) infrastructure, analytical methods, systems and tools**



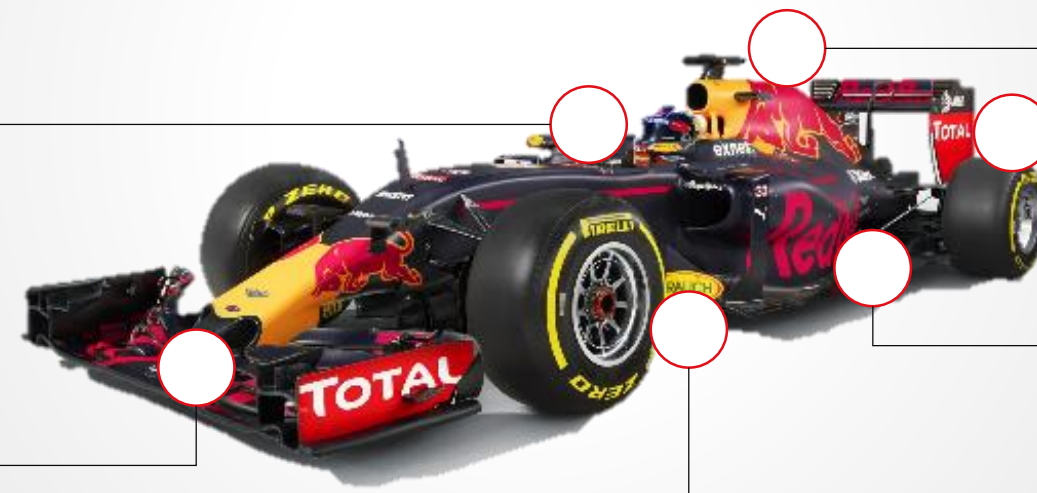
## Data-driven Culture

- Analyze all aspects of human and business performance and **anticipate** any issues before they occur
- **“Nothing is guesswork - all our intelligent decisions are based on information”**
- **“The strategy is won long before the interventions reach the organization.”**



## Adequate in-race adjustments

- Fast **adjustments on research questions** during projects
- **Close communication** between Line, HR and HCA to get to best results
- **“The ability to gather, analyse and act on data in real-time, both in testing cycles and during business execution, is essential for staying competitive”**



## Teamwork

- During the analytical projects, **teams of Line management, HR, HCA, IT** and other analytical functions work closely together on solving business puzzles
- **HRBP decision-making on people management** based on input from HCA
- **Final implementation and execution by line management**
- **“We constantly strive for improvement, we combine human performance with technology to achieve the best”**

## Technical Cooperation

- **Effective HCA team** using **best methods, tools and instruments** to analyze puzzles and share analytical results
- Working closely together with **all other analytical functions**
- **Strongly connected to IT and BI** to have sufficient system support

